

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method for delivering information to a person accessing a banner website from a terminal located remote from a source of said banner website, said terminal having an associated display upon which a content of said website is visually perceived by a person using said terminal and a cursor whose position is controllable by said person, comprising the steps of:

- (a) providing single initial signals from said source of said website or from another remote source by means of Javascript when said website is accessed by said person to establish a banner area on said display during a banner display period, said banner area having banner boundaries and including (i) banner advertising message information that is visually perceptible by said person when said website is accessed and (ii) plural sub-areas of said banner area having respective additional visually perceptible advertising messages associated therewith in accordance with a first set of associations wherein the associations of said first set of associations are maintained constant during said banner display time;

Application No. 09/723,505

Amendment Dated August 17, 2005

Reply to Final Office Action of February 18, 2005

- (b) enabling said person to control said cursor to position said cursor on any one of said sub-areas of said banner area to provide a selected sub-area, whereupon said person is automatically provided by means of said Javascript with said respective additional visually perceptible advertising message ~~information associated with of~~ said selected sub-area, ~~said additional visually perceptible advertising message information being provided without requiring other action by said person, by displaying said additional visually perceptible advertising message information being displayed in a selected region of said display;~~
- (c) ~~enabling said person to control said cursor to position said cursor on said selected region sub-area recording and optimizing at least one parameter in accordance optimization criteria to provide optimized parameter information; and~~
- (d) ~~said respective additional visually perceptible advertising message information being imperceptible by said person until said cursor is located on said selected sub-area and remaining perceptible to said person as long as said cursor is positioned on said sub-area or said selected region;~~
- (e) altering said associations of said advertising messages with said banner sub-areas in accordance with said optimized parameter

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

information to provide a second set of associations wherein said second set of associations is maintained constant during a further banner display time differing from said first banner display time; and
(f) providing a differing additional visually perceptible advertising message in response to a further positioning of said cursor on said selected sub-area in accordance with said second set of associations.

2. (Previously amended) The method of Claim 1 wherein said selected region is disposed substantially outside the boundaries of said banner area.

3. (Previously amended) The method of Claim 1 wherein said additional visually perceptible advertising message information includes audio information.

4. (Previously amended) The method of Claim 1 wherein said additional visually perceptible advertising message information includes video information.

5. (Previously amended) The method of Claim 1 wherein said additional visually perceptible advertising message information comprises mixed media information.

6. (Cancelled)

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

7. (Previously amended) The method of Claim 1 wherein said initial signals carry instructions necessary for enabling said terminal to establish said additional visually perceptible advertising message information when in receipt of appropriate data and when said instructions operate upon said appropriate data.

8. (Previously amended) The method of Claim 7 wherein said method further comprises the step of re-accessing said source of said website or accessing another source for receiving said appropriate data upon which said instructions operate to provide said additional visually perceptible information.

9. (Previously amended) The method of Claim 1 wherein said selected region is disposed adjacent said selected sub-area.

10. (Previously amended) The method of Claim 9 wherein said additional visually perceptible advertising message information contains link information for linking said person to a further website when said person clicks on said selected region.

11. (Previously amended) The method of Claim 1 comprising the steps of:

- (a) receiving said visually perceptible banner advertising message information;

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

- (b) receiving said additional visually perceptible advertising message information; and
- (c) specifying a placement of said additional visually perceptible advertising message information with respect to said visually perceptible banner advertising message information.

12. (Previously amended) The method of Claim 11 comprising the steps of:

- (a) receiving first identification data representative of said visually perceptible banner advertising message information;
- (b) receiving second identification data representative of said additional visually perceptible advertising message information; and
- (c) displaying said visually perceptible banner advertising message information and said additional visually perceptible advertising message information in accordance with said first and second identification data.

13. (Original) The method of Claim 12 comprising the step of building a use map in accordance with said first and second identification data.

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

14. (Previously amended) The method of Claim 13 wherein the step of providing said additional visually perceptible advertising message information comprises the steps of:

- (a) building a pop-up function in accordance with said additional visually perceptible advertising message information;
- (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
- (c) displaying said visually perceptible advertising message information and said additional perceptible advertising message information in accordance with said enhanced pop-up function.

15. (Cancelled)

16. (Previously amended) The method of Claim 15 comprising the steps of:

- (a) recording parameters representative of the performance of said additional visually perceptible advertising message information to provide recorded performance parameters; and
- (b) altering said associations between said sub-areas and said respective additional visually perceptible advertising message information in accordance with said recorded performance parameters.

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

17. (Previously amended) The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible advertising message information in accordance with predetermined recorded performance parameters.

18. (Previously amended) The method of Claim 17 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible advertising message information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceptible advertising message information.

19. (Previously amended) The method of Claim 1 comprising the steps of:

- (a) transmitting a request having request information to a server database on a further website containing stored visual information in response to said positioning of said cursor on said selected sub-area;
- (b) selecting said additional visually perceptible advertising message information from said stored visual information in response to said request information; and
- (c) transmitting said visually perceptible advertising message information selected from said stored visual information to said banner website.

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

20. (Previously amended) The method of Claim 1 wherein said terminal provides a terminal display having a display iframe comprising the steps of displaying said additional visually perceptible banner advertising message information within said display iframe and displaying said additional visually perceptible advertising message information in response to positioning said cursor on said iframe.

21. – 26. (Cancelled)

27. (Currently amended) The ~~system~~ method of Claim 26 1 wherein said initial signals require accessing ~~said~~ a further website for selecting said transmitted signals.

28. (Cancelled)

29. (Currently amended) The method of Claim 28 1 wherein a further web site is associated with ~~said~~ an associated image further comprising the step of clicking on said enabled image and transporting said user to said further web site in response to said clicking.

30. (Currently amended) The method of Claim 28 1 wherein said banner is provided with a ~~second~~ hot spot having a further image associated therewith comprising the further step of traversing said ~~second~~ hot spot by said ~~indicator~~ cursor within said banner and enabling said further associated image in response thereto.

Application No. 09/723,505
Amendment Dated August 17, 2005
Reply to Final Office Action of February 18, 2005

31. (Currently amended) The method of Claim 28 30 wherein said indicator cursor is directed by a mouse having a right mouse button and a left mouse button and said user traverses said first hot spot without clicking on said right or left mouse buttons.

32. (Currently amended) The method of Claim 30 comprising the further step of altering said associations ~~between said first and second hot spots and said associated images~~ and enabling said a further associated image when said first hot spot is traversed.

33. (Previously added) The method of Claim 1 wherein said selected region is disposed partially over said selected sub-area.

34. (Previously added) The method of Claim 1 wherein said selected region is disposed outside said selected sub-area.

Add new claim 35.

35. (New) A method for delivering information to a person accessing a banner website from a terminal located remote from a source of said banner website, said terminal having an associated display upon which a content of said website is visually perceived by a person using said terminal and a cursor whose position is controllable by said person, comprising the steps of:

Application No. 09/723,505

Amendment Dated August 17, 2005

Reply to Final Office Action of February 18, 2005

- (a) providing first and second initial signals from respective differing subdomains at respective differing first and second websites to provide a primary display of a primary document in a first HTML web page and a secondary display of a second document in a second HTML page, at least one of said displays being a banner area on the other of said displays during a banner display period, said banner area having banner boundaries and including (i) banner advertising message information that is visually perceptible by said person when said website is accessed and (ii) plural sub-areas of said banner area and at least one of said first and secondary displays being an iframe object whereby said first and second HTML pages can be independently scrolled;
- (b) enabling said person to control said cursor to position said cursor on any one of said sub-areas of said banner area to provide a selected sub-area, whereupon said person is automatically provided with said respective additional visually perceptible advertising message information associated with of with said selected sub-area, said additional visually perceptible advertising message information being provided without requiring other action by said person, by displaying said additional visually perceptible advertising message information being displayed in a selected region of said display.